



The Sustainable Tourism Destination Program

Tourism Marketing and Local Identities **Impact of local symbols, myths and traditions in tourism communication**

Marco Cestari
Time Project
Creative marketing and business strategies
www.time-project.com

Abstract

Megatrends impact all local cultures around the world. Each destination is on the way to develop economic and social composition in front of new critical factors that are part of the change of community behaviours and reactions (active as passive). The reaction at economic level lives a strong need to protect and develop marketing positioning thru empowerment of communication and local peoples involvement. The risk of commodization can be monitored by those communities (and e-communities) who can positively react in front of top down decision that can put in risk sustainability. The rescue and reveal of mythical pseudo-historical local back grounds (myths, symbols, traditions in communication) and overall the genius loci, can become a much more comprehensible and effective equalizing tool to understand and progress toward sustainability.

Keywords

The Need of Change in front of Megatrends; Tourism destination marketing strategies; The impact of local symbols in tourism communication; Commodization Risk of Local Cultures & Traditions; Local Community involvement as monitoring element of Innovation; Bottom up approach of SappadaCase; The ancient-new role of genius loci as marketing tool for sustainability.

References

- Genius Loci – Towards Phenomenology of Architecture – Christian Norbergh Schulz – Edited by Rizzoli Editore Milan
- Mind and nature, a necessary unity – by Gregory Bateson Edited by Adelphi ISBN 88-459-0560-8
- La radice del Turismo Sostenibile – Marco Cestari – edited by Maschietto M&M Editore Florence 2008 – ISBN: 978-88-88967-78-3
- Tribal Leadership: Leveraging Natural Groups to Build a Thriving Organization (Hardcover) Dave Logan, John King and Halee Fischer Wright – Harpers Collins Publisher New York 2007 – ISBN 978-0-06-125130-6
- Tourism and Sustainable Community Development – edited by Greg Richards and Derek Hall – Routledge, London 2000 – ISBN 0-415-22462-4
- Dictionary of symbols -
- Wikipedia

Please direct queries to

Mc5175@mcLink.it or
Marco.cestari@time-project.com